

## Message Text

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PAGE 01 NEW DE 14038 030814Z

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ACTION NEA-05

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FM AMEMBASSY NEW DELHI

TO USIA WASHDC

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USIAC

E.O. 11652: N/A

SUBJECT: SCIENCE TEXTBOOK PROGRAM

BEGIN SUMMARY: FOUR-YEAR \$6,000,000 USAID SCIENCE TEXTBOOK PROGRAM NEARS CONCLUSION. IN VIEW OF TEXTBOOK PROGRAM'S ACCOMPLISHMENTS, EMBASSY REGARDS IT IN U.S. INTEREST TO CONTINUE IT. USIS INDIA REQUESTS FUNDS TO CARRY ON PROGRAM OF SUBSIDIZING INDIAN REPRINTS OF AMERICAN SCIENCE TEXTBOOKS AT LEVEL OF \$1,000,000 FOREIGN CURRENCY PER ANNUM AND REQUESTS USIA TO INCORPORATE THIS AS NEW SEPARATE ITEM IN POST'S 1975 BUDGET SUBMISSION. END SUMMARY.

1. IN VIEW OF THE IMMINENT END OF USAID'S THREE-YEAR \$6,000,000 PROGRAM OF SUBSIDIZING REPRINTS OF AMERICAN SCIENCE TEXTBOOKS, THE EMBASSY HAS REVIEWED THE PROGRAM, JUDGED IT TO BE OF DEMONSTRABLE VALUE, AND RECOMMENDS THAT PROVISION BE MADE FOR USIS TO CARRY IT ON. THE UPCOMING RUPEE STELLEMENT WILL LEAVE ONE BILLION DOLLARS IN FOREIGN CURRENCY AT THE DISPOSAL OF THE U.S. GOVERNMENT, MORE THAN ENOUGH TO COVER THIS AND OTHER CONCEIVABLE PROGRAMS IN INDIA FOR YEARS TO COME. THE AMBASSADOR AND THE PAO RECOMMEND THAT USIS TAKE OVER FUNDING OF A SCIENCE TEXTBOOK REPRINT PROGRAM AT THE LEVEL OF \$1,000,000 PER ANNUM IN RUPEES FOR AN INDEFINITE PERIOD.

2. BACKGROUND: THE JOINT INDO-AMERICAN TEXTBOOK PROGRAM WAS INITIATED IN 1961 AT GOI REQUEST. BETWEEN 1961 AND 1969 USIS

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PAGE 02 NEW DE 14038 030814Z

SUBSIDIZED THE PUBLICATION IN INDIA OF AMERICAN SCIENCE AND SOCIAL

SCIENCE TEXTBOOKS AS PART OF ITS REGULAR PROGRAM, AND IN EACH OF SEVERAL YEARS EXPENDED OVER A MILLION DOLLARS FOR THE PURPOSE. IN 1969 USAID NEGOTIATED WITH GOI A \$6,000,000 PROGRAM FOR THE PUBLICATION OF SCIENCE TEXTS, MAINLY BY AMERICAN AUTHORS, TO BE EXPENDED IN THREE ANNUAL INSTALLMENTS. SINCE 1969 USIA HAS CONTINUED TO BUDGET FUNDS FOR SOCIAL SCIENCE TEXTBOOK REPRINTS AND HAS ADMINISTERED ACTUAL BOOK PRODUCTION FOR AID. AID'S FUNDS HAVE NOW LARGELY BEEN COMMITTED AND THE PROGRAM SHOULD COMPLETE ITS COURSE DURING THE CURRENT FISCAL YEAR. ALTOGETHER, USIS AND AID HAVE SUBSIDIZED THE PUBLICATION OF SOME 1830 TEXTBOOK EDITIONS, PRINTING OVER 8,000,000 VOLUMES AT A COST OF APPROXIMATELY \$11,500,000 IN RUPEES.

3. EVALUATION: THE PROGRAM HAS BEEN THE SOURCE OF THE VAST MAJORITY OF AMERICAN TEXTBOOKS REPRINTED IN INDIA AND PRICED LOW ENOUGH FOR USE AS CLASSROOM TEXTS. THE AMBASSADOR HAS BEEN STRUCK WITH THE LARGE NUMBERS OF AMERICAN TEXTBOOKS ON UNIVERSITY LIBRARY SHELVES AND REMARKED THAT IT WAS HIS IMPRESSION THAT INDIAN STUDENTS WHO USE AMERICAN TEXTS ARE THE ONES WHO END UP ATTENDING AMERICAN GRADUATE SCHOOLS. A USIS-SPONSORED STUDY CONDUCTED AT 21 INDIAN UNIVERSITIES IN 1971 SHOWED THAT A TOTAL OF 512 TITLES IN THE JOINT TEXTBOOK PROGRAM WERE PRESCRIBED OR RECOMMENDED FOR USE BY STUDENTS. THE POST HAS A BACKLOG OF REQUESTS FOR SUBSIDY OF SOME 2001: NEW TEXTBOOK TITLES, APPROVED BY THE MINISTRY OF EDUCATION OR RECOMMENDED BY PUBLISHERS OR COLLEGE FACULTY MEMBERS. THE JOINT INDO-AMERICAN TEXTBOOK PROGRAM HAS MADE THE RESULTS OF AMERICAN SCHOLARSHIP AVAILABLE AT LOW COST TO A LARGE NUMBER OF INDIAN STUDENTS OF SCIENCE WHO COULD NOT HAVE OTHERWISE AFFORDED THEIR PURCHASE, AND MADE EASIER, BECAUSE OF THEIR LOW COST, THE BOOKS' PRESCRIPTION FOR CLASSROOM USE. SCIENCE IS A PRIORITY SUBJECT AREA IN USIS INDIA'S PROGRAM AND IN OUR VIEW IT IS IN THE INTEREST OF THE U.S. GOVERNMENT, AS LONG AS THE MEANS ARE AVAILABLE, TO ENABLE FUTURE GENERATIONS OF INDIAN SCIENTISTS TO GROW UP WITH AMERICAN TEXTBOOKS.

4. THE POST'S TEXTBOOK PROGRAM PROVIDES A RETURN FOR AMERICAN PUBLISHERS OF SOME \$200,000 ANNUALLY IN THE FORM OF ROYALTIES. THIS SUM, WHICH IS PAID IN DOLLARS, REPRESENTS A BALANCE OF PAYMENTS GAIN.

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PAGE 03 NEW DE 14038 030814Z

5. AN ANNUAL ALLOCATION OF \$1 MILLION WILL ALLOW THE POST TO COVER PRODUCTION AND PROMOTION COSTS OF 100-120 BOOKS YEARLY. CURRENTLY, USIS IS SPENDING NEARLY \$200,000 OF ITS RUPEE GOE ON TEXTBOOK REPRINTS IN THE SOCIAL SCIENCES, IN ADDITION TO APPROXIMATELY \$300,000 ON OTHER NON-SCIENCE REPRINT PROGRAMS.

6. ACTION REQUESTED: THAT USIA INCORPORATE IN ITS BUDGET REQUEST FOR FY-1975 AN ADDITIONAL, SEPARATE ITEM OF \$1,000,000 IN SUPPLUS

FOREIGN CURRENCY FUNDS TO ENABLE USIS INDIA TO CONTINUE  
THE JOINT INDO-AMERICAN TEXTBOOK PROGRAM. WITH THESE FUNDS USIS  
INDIA WOULD SUBSIDIZE THE PRINTING OF SCIENCE TEXTBOOKS BY  
AMERICAN AUTHORS FOR LOW-PRICE SALE ON THE INDIAN MARKET. WE  
RECOGNIZE THAT THE BUDGET FPROCESS FOR FY-1975 IS PROBABLY FAR  
ALONG BUT HOPE TO HEAR THAT IT HAS PROVED FEASIBLE TO ACT  
FAVORABLY ON OUR REQUEST.  
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## Message Attributes

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**Channel Indicators:** n/a  
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**TAGS:** TGEN, IN, US  
**To:** USIA  
**Type:** TE  
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